

## CLAIMS

1. A single phase, isotropic composition comprising:
- 5 (1) 5 to 30% by wt. of a surfactant or surfactants for cleansing the skin;
- (2) greater than about 2% to level of electrolyte such that upper limit will not cause isotropic composition to become biphasic or multiphasic;
- (3) 0.5 to 7%, by wt. associative thickener;
- 10 (4) 0 to 15% by wt., hydrotroping compound; and
- (5) 45 to 95% by wt. water,
- wherein, said composition has viscosity upon dilution, which is greater than viscosity prior to dilution;
- wherein said composition has rinse retention of greater than 30% by wt. after 10
- 15 minutes as measured by a sample retained on a test slide as function of rinsing time; and
- wherein, upon dilution, said composition remains in a single phase.
- 20 2. A composition according to claim 1, wherein said electrolyte is selected from the group consisting of magnesium salts, sulphate salts and chloride salts.
- 25 3. A composition according to claim 1 having less than about 9% electrolyte.
4. A composition according to claim 1 having less than about 6% electrolyte.
- 30 5. A composition according to claim 1, comprising 1 to 5% thickener.

6. A composition according to claim 1, comprising 0% hydrotrope and at least 2% thickener.

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7. A composition according to claim 1, wherein thickener comprises a polymer with a hydrophilic backbone modified by hydrophobic groups.

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8. A composition according to claim 7, wherein said thickener is nonionic.

9. A composition according to claim 1, comprising 1 to 10% hydrotrope.

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10. A composition according to claim 1, wherein hydrotrope is polyalkylene glycol.

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